CHAPTER 3-THE INFLUENCE OF CULTURE ON PUBLIC SPEAKING

Learning Objectives

- Distinguish between the individualistic and the collectivistic cultural perspectives.
- Distinguish between the cultural orientations of high and low context when it comes to how people communicate.
- Explain how the cultural orientations regarding power distance can influence how people communicate among themselves and with people of other cultures.

Chapter Outline

I. The Influence of Culture on Communication

A. Understanding Intercultural Communication
   1. Intercultural communication gained importance due to the economic, political, and social need to communicate internationally.
   2. In this book, intercultural communication is defined as an exchange of messages that takes place when people of different general or distinctive co-cultures communicate with each other under conditions where the interfacing cultural backgrounds are different enough to influence or change the process in some significant way.

B. Cultural Features That Make a Difference
   1. Individualism and collectivism
      
      Individualistic cultures are the United States, Australia, Great Britain, New Zealand, and Canada. Collectivistic cultures are Japan, Pakistan, Colombia, Venezuela, Taiwan, and Peru.
   2. High and low context
      
      High-context co-cultures are Asian Americans, Native Americans, and Middle Eastern Americans. African Americans and Latinos tend to be more moderate in their contextual orientation. Low-context co-cultures are Germans and Scandinavians.
   3. High and low power distance
      
      Power is distributed differently among different cultures. Some cultures minimize power and status differences; others place a high value on social, birth order, or occupational status and political rankings.

II. Co-Culturally Unique Styles of Speaking

A. Euroamericans

B. African Americans

C. Latinos and Latinas

D. Asian Americans

E. Native Americans

F. Middle Eastern Americans